

Cheshire Bridge Road Study

Executive Summary
April 1999

VISION

Imagine a delightful street featuring shade trees, outdoor cafes, fountains, public art and an eclectic mix of restaurants, neighborhood businesses and specialty shops. This is the future Cheshire Bridge neighborhood, a multi-ethnic community that integrates open-air shopping, dining and entertainment with new residential development. At the heart of this diverse neighborhood is the symbolic bridge overlooking South Fork Peachtree Creek. During special occasions throughout the year, the area around the bridge comes to life with festivals. Below the bridge are walking trails reaching out to other intown neighborhoods. This vibrant and dynamic urban neighborhood is a place to live, work, shop, and play, a destination spot for visitors, and a convenient and safe neighborhood for residents.

PURPOSE

The *Cheshire Bridge Road Study* will facilitate, encourage and direct the thoughtful and comprehensive redevelopment of the Cheshire Bridge Road corridor in a way that is sympathetic to the concerns of residents, businesses, property owners, and visitors. It supports the physical and symbolic reconnection of Cheshire Bridge Road with the surrounding neighborhoods in order to improve the quality of life for residents and citizens throughout the region.

GOALS

Market a vibrant and diverse urban neighborhood for businesses, residents and visitors

The *Cheshire Bridge Study* proposes establishing a new market image, providing a healthy tenant mix, and creating a neighborhood-oriented commercial corridor.

A new market image is established by developing a distinct physical environment, unifying advertising efforts, and sponsoring special events.

A healthy tenant mix is encouraged through zoning changes and business recruitment. This includes having 50% of uses as retail, 15% office and the 35% residential. Of retail uses, 20-25% should be restaurants and bars.

Neighborhood services are improved by recruiting new retailers to the corridor.

Facilitate smooth traffic flow while enhancing and protecting pedestrians, bicycles, and public transit facilities.

Pedestrian, bicycle, delivery, automobile traffic, public transportation, and parking are addressed to balance the needs of each, while not compromising the goal of Cheshire Bridge Road as a truly urban street.

Sidewalks are reconstructed and widened the length of the corridor and excessive curb cuts eliminated.

Bicycles lanes are added along both sides of Cheshire Bridge Road and bicycle racks provided in new commercial developments.

Trucks not serving the corridor are restricted, as are delivery hours and locations. Trucks are also prohibited from illegally parking on private property and driving over sidewalks and curbs.

Automobile traffic at the Lindbergh Drive/ LaVista Road intersection is made more efficient through the addition of turn lanes and prominent pedestrian crosswalks. South of Lenox Road (south) a smooth flow of traffic is achieved through lane reconfiguration and the addition of bicycle lanes.

Public transportation is encouraged through improved bus facilities and traffic flow, and the identification of a future light rail stop.

Parking is relocated behind or to the sides of buildings. Shared parking is permitted through zoning changes. Storefronts are required at street-level on parking decks.

Create a safe, attractive, and delightful pedestrian scale street environment

Central to enhancing Cheshire Bridge is improving its visual quality. This includes not just the streetscape, but also signage and gateways.

Streetscape improvements include a ten feet wide landscaped strip with trees and plantings between the curb and sidewalks, and ten feet wide sidewalks for the length of the corridor.

Buildings have articulated facades and primary entrances facing and directly accessible from the public sidewalk. Maximum setbacks of ten feet from the sidewalk allow landscaping or



outdoor dining within the setback. **Landscaping** at gateways, building entrances, parking lots and along the street creates a lush, comfortable setting and establishes a new image.

Gateways announce the entrance into Cheshire Bridge at primary entry points and into neighborhoods.

Signage has consistent locations and sizes.

Small parks provided by private developers offer places for relaxation and social interaction.

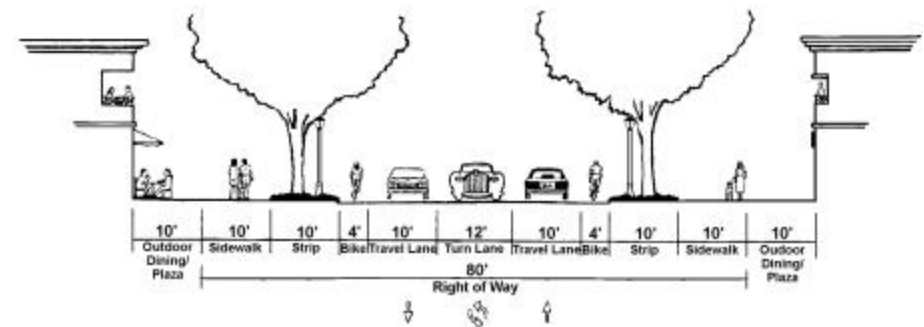
Establish land uses and zoning regulations that will support an urban, mixed-use, resident-oriented commercial district

Proposed changes to zoning will reduce the current development potential by more than half, while encouraging a more prominent multi-family presence.

New development has a pedestrian scale, urban form required by the proposed Neighborhood Commercial Ordinance.

Multi-family Residential is ensured by rezoning certain properties to multi-family. Multi-family is necessary to support neighborhood-oriented retail and services.

Commercial uses between Lenox Road (south) and I-85 will remain regional oriented, while south of Lenox Road (south) commercial density will be reduced and neighborhood-oriented retail and services will be encouraged.



Cross section of future Cheshire Bridge Road from Woodland Avenue to Piedmont Road showing new buildings, wide sidewalks, landscape strip, bicycle lanes and travel lanes.

The Cheshire Bridge Road Study proposes that funding for improvements come from a variety of sources. The number and extent of improvements dictate that no single implementing agency would be practical or adequate.
ACTION PROGRAM The Action Program proposes a 1-, 5- and 15-year implementation schedule for each recommendation. The following alternative funding sources have been identified for consideration.
<ul style="list-style-type: none">Obtain grants from the Federal Government's TEA-21 program to perform sidewalk and streetscape improvements.
<ul style="list-style-type: none">Use City of Atlanta Impact Fees program to provide matching funds necessary for TEA-21 grants.
<ul style="list-style-type: none">Support the Georgia DOT in placing Cheshire Bridge Road north of Lindbergh Drive/LaVista Road on the State system to perform the recommended road improvements.
<ul style="list-style-type: none">Explore utilizing Army Corps of Engineer funds for South Fork Peachtree Creek improvements.
<ul style="list-style-type: none">Utilize MARTA resources to perform transit upgrades, and fund potential future light rail stop.
<ul style="list-style-type: none">Support ADA in developing the DOT property into a mixed-use development with space for displaced Armour Circle businesses and residential units.
<ul style="list-style-type: none">Explore obtaining funding for land open space acquisition as part of the City of Atlanta/ Upper Chattahoochee Riverkeepers Consent Decree.
<ul style="list-style-type: none">Utilize proposed Cheshire Bridge Business Association to increase positive advertising efforts.
<ul style="list-style-type: none">Solicit donations and conservation easements to acquire open space.

aged. **Mixed-use** is encouraged by requiring new multi-family and office developments to have ground-level retail uses adjacent to Cheshire Bridge Road and encouraging commercial projects to have residential uses on the upper floors.

Public lands are accessible, safe and green and will focus on South Fork Peachtree Creek and the surrounding floodplain.

Restore, enhance and protect the floodplain and improve water quality

The *Cheshire Bridge Road Study* proposes addressing tree cover, water quality, wildlife and open space concerns to improve the quality of life for humans, plants and animals.

Water quality is improved. A proposed system within the landscape strip captures, directs and stores clean stormwater for later use. Property owners are required to reduce the amount of impervious surface, sewage spills and other aquatic contaminants.

Trees provide shade and improved air quality through plantings along the street, around buildings, and in parking lots.

Wildlife habitat is preserved and improved by encouraging protection of the floodplain and improving the quality of water within the South Fork Peachtree Creek.

Open space is provided for safe, convenient, and practical recreational and conservation purposes. An overlook on the bridge over the creek provides a prospect for viewing. Proposed walking trails connect to other neighborhoods, increase safety within the floodplain, and provide educational opportunities for schools.